

Patient and Physician Attitudes and Behaviors Associated With DTC Promotion of Prescription Drugs — Summary of FDA Survey Research Results

**Final Report
November 19, 2004**

APPENDIX B.3 2002 PHYSICIAN SURVEY

Assessment of Physician Attitudes Toward Direct-to-Consumer (DTC) Promotion of Prescription Drugs

**U.S. Department of Health and Human Services
Food and Drug Administration
Center for Drug Evaluation and Research**

Assessment of Physician and Patient Attitudes
Toward Direct-to-Consumer (DTC) Promotion of Prescription Drugs
PHYSICIAN SURVEY

I. SCREENER

INTRODUCTION: Hello, my name is _____ calling on behalf of the U.S. Food and Drug Administration. The FDA is conducting a survey about current issues related to the physician-patient relationship. We recently contacted your office with a letter regarding this survey. Your participation in this survey is voluntary, but is also extremely important to the FDA, and is very important for the survey results to be as valid and useful as possible. Your answers will be kept strictly confidential. No record of your phone number, name or address will be kept. As discussed in the letter, we are offering a \$(50/75/100: randomly assigned) incentive for your time.

(50% of sample will be Family Practice, General Practice, Internal Medicine, OB-GYN, 50% of sample will be Allergists/Pulmonologists, Psychiatrists, Endocrinologists, Dermatologists)

Q1. Just to confirm, is your primary area of specialization: (insert from masterfile):

Yes 1 (skip to Q2)

No 2

Q1a. Which of the following categories best describes your primary area of specialization:

Family Practice 01

General Practice 02

Internal Medicine 03

OB-GYN (say each letter) 04

Allergy or Pulmonology 05

Psychiatry 06

Endocrinology 07

Dermatology 08

DO NOT READ Other 09 [TERMINATE]

DO NOT READ Don't know 98 [TERMINATE]

DO NOT READ Refused 99 [TERMINATE]

Q2. In an average week, what percentage of your time is spent on direct patient care, either inpatient or outpatient?

_____ (percentage, use leading 0 if less than 10)
[TERMINATE IF LESS THAN 50%]

DO NOT READ Don't know 98 [TERMINATE]

DO NOT READ Refused 99 [TERMINATE]

Q3. In an average week, about how many patients do you see? _____ [code later]

Zero 00 [TERMINATE]

DO NOT READ Don't know 98 [Probe- can you give me a ballpark estimate?]

DO NOT READ Refused 99 [Probe- can you give me a ballpark estimate?]

Main Survey

EXPERIENCES WITH DTC-RELATED PATIENT INTERACTIONS

Q3b. With the recent threat of anthrax, some patients have gone to their doctors to ask about Cipro or other antibiotics. Have any of your patients talked to you about Cipro?

	Yes	1
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Ok. For the rest of this survey, when I mention prescription drugs, please do not consider Cipro or other anthrax treatments when giving your answers.

In this first series of questions, we will be asking you about your everyday experiences with patients.

Q4. I'm going to read a list of different topics patients might ask about for a personal health concern. For each of the following treatments, tell me how frequently your patients initiate questions about each topic: never, seldom, often, all the time.

(Read list. Random start.)

How frequently do your patients initiate questions about:

	Never	Seldom	Often	All the time	DK/REF
a. Over the counter drugs	1	2	3	4	8/9
b. Herbal remedies or dietary supplements	1	2	3	4	8/9
c. The cost of prescription drugs	1	2	3	4	8/9
d. Generic drugs	1	2	3	4	8/9
e. Prescription drugs	1	2	3	4	8/9

[IF Q4e=1 TERMINATE]

Q5. I'm going to read this list again. This time, tell me whether the frequency of patient-initiated questions about each of these topics has decreased, increased, or remained the same over the last five years. (Read list. Random start.)

a. Over the counter drugs	<input type="checkbox"/> decreased	<input type="checkbox"/> increased	<input type="checkbox"/> same	<input type="checkbox"/> DK/REF
b. Herbal remedies or dietary supplements	<input type="checkbox"/> decreased	<input type="checkbox"/> increased	<input type="checkbox"/> same	<input type="checkbox"/> DK/REF
c. The cost of prescription drugs	<input type="checkbox"/> decreased	<input type="checkbox"/> increased	<input type="checkbox"/> same	<input type="checkbox"/> DK/REF
d. Generic drugs	<input type="checkbox"/> decreased	<input type="checkbox"/> increased	<input type="checkbox"/> same	<input type="checkbox"/> DK/REF
e. Prescription drugs	<input type="checkbox"/> decreased	<input type="checkbox"/> increased	<input type="checkbox"/> same	<input type="checkbox"/> DK/REF

Now think about the most recent interaction you've had with a patient who initiated a discussion about a prescription drug and told you he or she saw it advertised. The patient did not necessarily have to ask about a product by name. All that's necessary is that he or she mentioned having seen an ad suggesting there was a prescription drug to treat his or her condition. Answer these questions as best you can remember. Again, your answers are completely confidential.

Q6. Can you think of a patient who initiated a discussion about a prescription drug they saw advertised?

	Yes	1
	No	2 (skip to Q33)
DO NOT READ	Don't Know	8 (skip to Q33)
DO NOT READ	Refused	9 (skip to Q33)

Q7. How long ago did you see this patient?

	Today or yesterday	1
	Before yesterday but within the last week	2
	More than a week ago but within the last month	3
	More than a month ago	4
DO NOT READ	I have never had a patient initiate this type of discussion	5 (skip to Q33)
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q8. How long has this patient been in your practice?

	Less than 6 months	1
	Between 6 months and 1 year	2
	Between 1 and 2 years	3
	Between 2 and 5 years	4
	More than 5 years	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q9. What was the patient's gender?

	Male	1
	Female	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

[use correct gender pronoun for following questions]

[Rotate order of Q10 and Q11]

Q10. Did the fact that this patient saw an advertisement have any beneficial effects for your interaction with this patient?

	Yes	1
	No	2 (skip Q10a)
DO NOT READ	Don't Know	8 (skip Q10a)
DO NOT READ	Refused	9 (skip Q10a)

Q10a. What beneficial effects did it have? [precoded list]

Better discussion with patient	01
Patient more likely to take prescribed drugs	02
Patient more likely to consider using prescription drugs	03
Patient more aware of treatments	04
Patient sought treatment for serious condition	05
Serious condition was discovered	06

Other _____		
[Probe] Any other beneficial effects? _____		
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q11. Did the fact that this patient saw an advertisement create any problems for your interaction with this patient?

	Yes	1
	No	2 (skip Q11a)
DO NOT READ	Don't Know	8 (skip Q11a)
DO NOT READ	Refused	9 (skip Q11a)

Q11a. What problems did it cause? [precoded list]

Patient asked for drug they did not need/did not have condition	01
Patient wanted prescription drug rather than other treatment	02
Spent time correcting patient's misconceptions/correcting wrong information	03

Other _____		
[Probe] Any other problems? _____		
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q12. As best you can remember, which conditions, if any, did you discuss during this visit? [precoded list]

High blood pressure/Hypertension	01
High cholesterol	02
Obesity/Weight loss	03
Depression	04
Asthma	05
Allergic rhinitis	06
Erectile dysfunction/impotence	07
Memory loss	08
Insomnia	09
Premenstrual dysphoric disorder/PMDD/PMS	10
Toenail fungus	11
Cardiac disorder	12
Diabetes	13
Hormone replacement therapy	14
Acne	15
Social anxiety	16
Gum disease	17
Arthritis	18
Smoking cessation	19
Incontinence	20
Overactive bladder	21
AIDS/HIV	22
Genital herpes	23

	Genital warts	24
	Other _____	95
DO NOT READ	No conditions were discussed	96
DO NOT READ	Can't remember	97
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q13. As best you can remember, which specific prescription drug do you remember

		97
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q13. As best you can remember, which specific prescription drugs, if any, did you discuss during this visit?

Actonel	01	Patanol	31
Activella	02	Paxil	32
Actos	03	Periostat	33
Advair	04	Plavix	34
Aldara	05	Pravachol	35
Allegra06		Premarin	36
Ambien	07	Prevacid	37
Aricept08		Prilosec	38
Avandia	09	Procrit	39
Celebrex	10	Protopic	40
Celexa	11	Prozac	41
Claritin	12	Prozac Weekly	42
Detrol	13	Rhinocort	43
Differin	14	Sarafem	44
Diffucan	15	Serzone	45
Ditropan XL	16	Singulair	46
Flonase	17	Sonata	47
Flovent	18	Sporanox	48
Fosamax	19	Synvisc	49
Haldol	20	Thermachoice	50
Imitrex	21	Valtrex	51
Lescol	22	Viagra	52
Lamisil	23	Vioxx	53
Lipitor	24	Xenical	54
Meridia	25	Zocor	55
Metadate	26	Zoloft	56
Nasacort	27	Zovirax	57
Nasonex	28	Zyban	58
Nexium	29	Zyprexa	59
Ortho Tri-Cyclen	30	Zyrtec	60

DO NOT READ	Other _____	
DO NOT READ	No specific drugs were discussed	96 (skip to Q16)
DO NOT READ	Don't remember	97
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q14. Did the patient ask about a specific prescription drug by brand name?

	Yes	1
	No	2 (skip to Q16)
DO NOT READ	Don't Know	8 (skip to Q16)
DO NOT READ	Refused	9 (skip to Q16)

Q15. Did the patient have the condition that drug treats?

	Yes	1
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q16. Did the patient try to influence the course of treatment in a way that would have been harmful to him or her?

	Yes	1
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q17. Do you believe this patient came to this visit expecting to get a prescription?

	Yes	1
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q18. To what extent did the patient's expectation influence your decision to prescribe or not prescribe?

	No influence at all	1
	Influenced a little bit	2
	Influenced somewhat	3
	Influenced a great deal	4
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q19. Did the patient ask you for a prescription?

	Yes	1
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q20. Did you give the patient a prescription at this visit?

	Yes	1
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q21. Did the patient ask you to prescribe a specific brand name drug?

	Yes	1
	No	2 (skip to Q23)
DO NOT READ	Don't Know	8 (skip to Q23)
DO NOT READ	Refused	9 (skip to Q23)

Q22. Did you prescribe the brand name drug the patient asked for?

	Yes	1
	No	2
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q23. To what extent did you feel pressured to prescribe a drug for the patient at this visit?

	Not at all pressured	1
	A little pressured	2
	Somewhat pressured	3
	Very pressured	4
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

IF (Q19=1 AND Q20=2) OR (Q21=1 AND Q22=2) READ Q24

Q24. Why didn't you prescribe the drug the patient requested? Was it because: (you may say yes to more than one)

	A less expensive drug was available	01
	The brand was not on the patient's formulary	02
	The drug was not right for the patient	03
	A different drug was more appropriate for the patient	04
	The drug had side effects the patient was not aware of	05
	The patient did not need a prescription drug	06
	The patient could use an over-the-counter drug	07
	The patient needed to change his/her behavior and/or lifestyle	08
ALWAYS LAST	Any other reason? (specify) _____	10
DO NOT READ	Don't Know	98
DO NOT READ	Refused	99

Q25. Compared to other encounters with patients who have initiated a discussion about a prescription drug they saw advertised, how representative was this patient encounter?

	Very representative	1
	Somewhat representative	2
	Somewhat unrepresentative	3
	Very unrepresentative	4

DO NOT READ	I have not had any other patients initiate this type of discussion	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q26. Overall, how would you rate your interaction with this patient at this visit?

	Excellent	1
	Good	2
	Only fair	3
	Poor	4
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Again, think about your interaction with this patient and the fact that he or she initiated a discussion with you about a prescription drug. For each of the following statements, tell me whether you agree strongly, agree somewhat, neither agree nor disagree, disagree somewhat, or disagree strongly. I will read the possible responses again after each question. [rotate order of Q27-Q32; random start; use correct gender pronoun]

Q27. The usefulness of our time together was increased because this patient saw the advertisement.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q28. This patient asked thoughtful questions during the visit because he or she saw the advertisement.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q29. The patient was confused about the appropriate treatment for his or her condition because he or she saw the advertisement.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q30. The patient was more aware of potential side effects because he or she saw the advertisement.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q31. The patient was confused about the effectiveness of the drug because he or she saw the advertisement.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q32. The patient had unnecessary worries about his or her health because he or she saw the advertisement.

	Agree Strongly	1
	Agree Somewhat	2
	Neither Agree nor Disagree	3
	Disagree Somewhat	4
	Disagree Strongly	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

III. DTC EFFECTS ON PATIENT OUTCOMES

For the next several questions, think about all your patients, not just those patients who actively initiate questions about advertising.

Understanding

Q33. Think about your patients' understanding about prescription drugs that are advertised directly to them. We are not asking how well you, as a doctor, educate your patients. We are asking what your patients understand or don't understand about advertised prescription drugs when they come to your office. For each of the following concepts, tell me whether your patients understand it not at all, only a little, somewhat or very well.

[Use random start AND randomize order of a through i]

Based on your interactions with your patients, to what extent do they understand:

	Not at all	Only a little	Some what	Very well	DK/REF
a. The possible benefits and positive effects of using the drug	1	2	3	4	8/9

b. How to get more information about the drug or the condition it treats	1	2	3	4	8/9
c. That the drug is available only by prescription	1	2	3	4	8/9
d. The possible risks and negative effects of using the drug	1	2	3	4	8/9
e. Who should not use the drug	1	2	3	4	8/9
f. Limitations of the drug's efficacy	1	2	3	4	8/9
g. That only a doctor or other healthcare provider can decide if the drug is right for the patient	1	2	3	4	8/9
h. Who could use the drug	1	2	3	4	8/9
i. What condition the drug treats	1	2	3	4	8/9

[rotate order of Q34-Q35]

Potential Problems

Q34. This is a list of some potential problems DTC advertising might cause for your patients and your practice. Tell me to what extent DTC advertising causes each of these problems for your patients and your practice: not at all, a little, somewhat, or a great deal.

[Use random start AND randomize order of a through j]

To what extent is DTC advertising for prescription drugs:

	Not at all	A little	Some what	A great deal	DK/REF
a. Confusing your patients about the relative risks and benefits of prescription drugs	1	2	3	4	8/9
b. Causing your patients to think drugs work better than they actually do	1	2	3	4	8/9
c. Creating unnecessary anxieties about potential diseases	1	2	3	4	8/9
d. Creating unnecessary anxieties about potential side effects	1	2	3	4	8/9
e. Causing your patients to ask for unnecessary prescriptions					
f. Causing your patients to expect to get a prescription for every condition	1	2	3	4	8/9
g. Causing your patients to want advertised prescription drugs over any others, however effective	1	2	3	4	8/9
h. Causing your patients to want prescription drugs rather than other less expensive treatments	1	2	3	4	8/9
i. Causing tension between you and your patients					
j. Causing your patients to question or "second guess" your diagnoses	1	2	3	4	8/9

Potential Benefits

Q35. This is a list of some potential benefits DTC advertising might create for your patients and your practice. Tell me to what extent DTC advertising creates each of these benefits for your patients and your practice: not at all, a little, somewhat, or a great deal.

[Use random start AND randomize order of a through j]

To what extent is DTC advertising for prescription drugs:

	Not at all	A little	Some what	A great deal	DK/REF
a. Causing your patients to become aware of problems earlier	1	2	3	4	8/9
b. Causing your patients to become aware of possible treatments	1	2	3	4	8/9
c. Causing your patients to be more involved in their health care	1	2	3	4	8/9
d. Encouraging your average patient to be more concerned about his or her health	1	2	3	4	8/9
e. Improving the likelihood that your patients will use their medicines properly	1	2	3	4	8/9
f. Causing your patients to adhere to their treatment regimen	1	2	3	4	8/9
g. Causing patients to come in who are otherwise "hard to reach"	1	2	3	4	8/9
h. Causing your patients to seek treatment for potentially serious conditions	1	2	3	4	8/9
i. Causing your patients to ask better questions	1	2	3	4	8/9
j. Causing you and your patients to have better discussions about their health	1	2	3	4	8/9

Q36. Overall, how would you say DTC advertising has affected your patients and your practice?

	Very positively	1
	Somewhat positively	2
	Somewhat negatively	3
	Very negatively	4
	Has not affected the quality at all	5
DO NOT READ	Don't Know	8
DO NOT READ	Refused	9

Q37. How often do your patients discuss the cost of prescription drugs or the cost of other treatments with you?

	Always	1
	Almost always	2
	Sometimes	3
	Rarely	4
	Never	5
DO NOT READ	Don't Know	8

DO NOT READ Refused 9

IV. DEMOGRAPHIC INFORMATION

I'd like to ask just a few more questions for classification purposes.

Q38. What year were you born? _____

DO NOT READ Don't Know 98

DO NOT READ Refused 99

Q39. How many years have you been in practice? _____

DO NOT READ Don't Know 98

DO NOT READ Refused 99

Q40. Thinking about prescriptions of all kinds, about how many prescriptions do you write in an average week, including hospital and institutional orders?

_____ (per week, use leading 0 if less than 10)

DO NOT READ Don't Know 98

DO NOT READ Refused 99

Q41. How many hours in a typical week do you use the internet or world wide web, if at all? [if asked: "both at home and at work"] _____

DO NOT READ Don't Know 98

DO NOT READ Refused 99

Q42. Are you part of any of the following health-care arrangements? You may say yes to more than one. (check all that apply)

A solo practice 1

A small group practice or partnership 2

A multispecialty group practice 3

A health maintenance organization or HMO 4

A preferred provider list or network of physicians 5

DO NOT READ None of the above 6

DO NOT READ Don't Know 8

DO NOT READ Refused 9

Q43. Which zipcode is most served by your practice? _____

DO NOT READ Don't Know 98

DO NOT READ Refused 99

Q44. Respondent gender (DO NOT ASK: Record by observation)

Male 1

Female 2

Those are all the questions I have. Do you have any questions about this survey? _____

Thank you very much for participating in this survey.